

PRINCE ALBERT  
REAL ESTATE AND  
INVESTMENT CO.  
319 CONTINENTAL LIFE BLDG  
TORONTO

110  
Prince  
Albert,  
Saskatchewan



# PRINCE ALBERT - - *The City-of-Entry*

TO THE GREATER WEST AND TO HUDSON BAY.



HE eyes of the world are to-day keenly watching the development of the great Canadian West. Every western wire comes tingling with messages of prodigious crops, news of the influx of thousands, the laying of transcontinental steel and the remarkable growth of new cities. Every train, and even every settler's waggon that rumbles hopefully into the land of plenty, bears with it the courage and brawn of men of the soil, and also the builders and investors who are rearing the cities. Both men and capital are needed in the upbuilding of the newer and greater Dominion.

Out in the productive wheat lands armies of farmers are annually minting golden grain into gold coin. The wheat is there, not by acres, but by empires in extent. The successful western farmer is a comparatively wealthy man. While he is acquiring by sturdy effort he is incidentally feeding the world, contributing to the financial security of the country, helping to build

a larger Dominion and making it possible for great cities to flourish in the wake of his tillage. The western farmer is an "Agricultural Atlas," supporting the world. Into the grain kingdom come the railways to move the crops. Many steel pathways converge at a most highly favored spot. This is the nucleus of a western city that soon becomes animated with stores, dwellings and the rousing spirit of western progress. The shrewd investor who anticipates the future of such a city has wealth in his grasp without laboring like the farmer.

Judicious investments in western lands are the foundations of fortunes. This investment feature of western growth is peculiarly western, inasmuch as the development of western cities is so quick and yet substantial. An investor with even limited capital, but with good judgment, can allow his bank account to grow with the West.

The most typical instance of a thriving western city now offering special opportunities to investors is that of Prince Albert, Saskatchewan. Prince Albert has been singled out for recent prominence by many happy circumstances; but the most fortunate, and at the same time the most natural occurrence, is the selection of Prince Albert as the first city of call for the Hudson Bay and Pacific Railway. Engineers have surveyed the route and the contract is let for the construction of a road from Prince Albert to Fort Churchill on Hudson Bay. The future gives promise of a Government road also from Prince Albert to Hudson Bay. It is expected that the new road will be in operation within two years. The Hudson Bay route will be the shortest way by over one thousand miles from Europe to the Canadian West. This great saving in rail haul will draw the countless thousands of Canada's future citizens through Prince Albert. Many of these newcomers will be quick to see the remarkable advantages of Prince Albert and will remain there. At present all signs indicate that Prince Albert will become the "Montreal of the West."

In most towns and cities of the East it is a common sight to see one or more happy ones riding in motor



ARRIVAL OF SETTLERS AT PRINCE ALBERT

cars, because they were at one time farseeing enough to invest in Western Canada. Sometimes, perhaps, we chastise ourselves because we did not take advantage of the golden opportunities that have gone. Yet western history repeats itself, and to-day there are knocking at our door as good opportunities as ever offered in Winnipeg or other western cities in the earlier days. The same process of growth that made the large city of Winnipeg is now evident in the present development of Prince Albert. Moreover, Prince Albert has sources of natural wealth that have been denied Winnipeg.

Prince Albert is nourished industrially by many natural resources, any one of which would build a thriving city. The city is the heart of Saskatchewan, the banner wheat growing Province of Canada; and in

passing it may be noted that Prince Albert raises the prize wheat of the West. From this busy hub radiate steel rails in all directions. Every transcontinental line has selected Prince Albert as an important city of call. The Canadian Northern has trebly endorsed the city by three lines. The Grand Trunk Pacific line will reach the city this year, while next year will see the arrival of the Canadian Pacific Railway. All lines make the city the pivotal point in a distributing area of about 140,000 square miles.

Prince Albert has been selected by Nature to be a large city. The railroads have endorsed Nature's choice. The location is about 500 miles west of Winnipeg, about 500 miles east of the Rocky Mountains and about 300 miles north of the United States boundary



A SCRUTINY OF THE NEW ARRIVALS REVEALS THE FACT THAT PRINCE ALBERT IS SECURING A SPLENDID CLASS OF NEW CITIZENS.

line. By referring to the map you will notice that this is a territory with boundless resources. The wheat crop of Saskatchewan in 1910 was 10,000,000 bushels more than any of the other western provinces. About 6,000,000 acres are under cultivation in 1911. Not being satisfied with setting Prince Albert in the best wheat tract in the world. Nature has also provided the city with splendid timber limits at the north. About 7,500 square miles of standing timber is tributary to Prince Albert, the lumber capital of the prairie provinces. From the north, for a radius of 1,000 miles, come furs of all kinds. Fish abound in the lakes and rivers surrounding Prince Albert district. The fish and fur trades of Prince Albert are considerable items. The country to the north-east of the city is of a geological formation, similar to Cobalt. Gold, silver, copper and nickel in paying quantities have been discovered here. The mineral development of this country will be another impetus given the city's growth.

The wool industry is assuming great proportions. Soil not used in agricultural pursuits furnishes organic matter for several lines of manufacturing. The sand contains about 90 per cent. pure silicon, enough to make it a perfect material for manufacturing glass. Prince Albert would welcome one or more glass industries. The sand is also admirably suited for producing sand-lime brick. The clay of this district is the material in the peerless Prince Albert brick. Good

limestone is found in abundance.

From these evidences it will be seen that even the elements of the soil conspire to make Prince Albert the mighty city of the greater west.

### Population and Growth

In 1866 the first white settlers discovered the natural essentials of a future city on the spot where now rise modern business blocks and beautiful homes of Prince Albert. The advantage of this location continued to appeal to men until in 1885 the accumulation of citizens was incorporated as a town. In 1905 followed incorporation as a city. The population was estimated to be 3,005 in 1906. Prince Albert in 1911 has about 7,000 citizens on an area of about three square miles. Doubling the population in five years is a proud record; yet it will be soon dimmed by the remarkable rate at which the city is now growing. An idea of the expansion of the new Prince Albert may be gained by referring to the building statistics of Canada for June, 1911. Prince Albert stands high among the twenty-eight Canadian cities, with building operations of \$103,675 for that one month. During a period of six months in the same year Prince Albert led Canada for percentage of building increase, with 583 per cent. New business blocks are springing up everywhere. Splendid homes are arising on "Quality Hill." The following are some of the new commercial blocks that were added to the business centre of the city during the building activities of 1910:

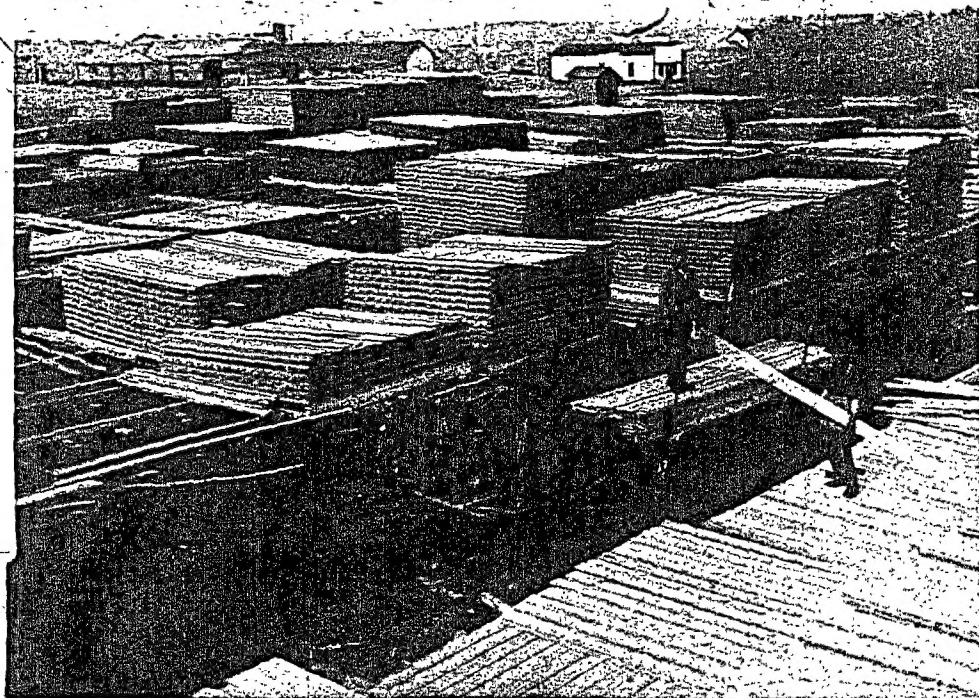
Masonic Temple, Imperial Bank, Agnew Block, Starland Theatre block, J. H. Pollock's three-storey block on Tenth Street and Cameron and Heap's warehouse. More homes are being added constantly to the "Quality Hill" residential section, and land thereabout is becoming more valuable each succeeding month. The assessment of the city is now about \$10,000,000. The corner of Central Avenue and Ninth Street was sold recently at \$600 per foot front. The Royal Bank of Canada paid \$30,000 for 30 feet at the corner of Tenth Street and First Avenue West. These prices would seem most impossible to the old pioneers, who perhaps purchased these same sites in the early days for a pony, a string of beads or a horn of powder; yet the man that purchases now can expect to see his property increase in value to the same degree. By purchasing now while prices are at their lowest there is the advantage of a wide margin of profit when values rise.



PRESENT PREMISES OF ROYAL BANK



Views of two of Prince Albert's largest lumber yards. There is plenty of material here for the remarkable building activity enjoyed by the city. The lumber industry employs over 3000 men annually. The average cut of the two largest companies is about 100,000,000 feet annually.



The wonderful wealth of timber in the region surrounding Prince Albert beckons to the city many new industries that depend upon wood for raw material. A Pulp and Paper factory, Furniture factory, Wood Fibre Products Plant, and many other kindred industries can find a market here as wide and growing as the greater west.

## A City of Ideal Home Life

Every condition, natural and man-made, has modeled Prince Albert to be a city of ideal home life. Natural advantage and beauty of location, accessibility, healthfulness, modern conveniences, educational facilities, and religious, social, musical, artistic and recreative opportunities are a few of the vital advantages offered the home builder here.

### A Highland Park Homesite

The first consideration of the home maker is a splendid homesite, which can be secured at low cost and on easy terms in Highland Park, the superior home community on "Quality Hill." This is the exclusive residential section of discriminating home builders, corresponding to the "Rosedale" of Toronto and the "Mountain" section of Montreal. Each homesite here is in dimensions an ample home spot for the enjoyment of domestic life. There is land enough for an admirable home, lawn, flower beds, ample grounds and a little garden at the rear. You can add to your home "estate" at will by purchasing one or more lots at reasonable prices.

Electric light, telephone service and water system are now near and will be extended to the property when required. Here the air is always fresh and invigorating, and the view from the height of land is cheering. The water for drinking purposes is noteworthy: clear, cold and pure, it flows from the heart of the Rockies and glaciers at the source of the Saskatchewan River.



A SHADY BOWER IN ONE OF PRINCE ALBERT'S RECREATION SPOTS.

Such a homesite in Highland Park is health insurance indeed.

### Outdoor Recreation

For the vigorous and active young men and women of the city there are numerous athletic and recreative organizations. Tennis, baseball, a gun club and outdoor activities of all kinds are here aplenty. From rowing on the river to picnics in the parks there is always something of interest to fill the leisure hours. This vigorous, healthful life in the fresh air makes the Prince Albert young man and young woman rosy-cheeked, active, ambitious and well able to enter into the active duties of life; and of such an energetic and progressive citizenry is Prince Albert builded.

The necessities, conveniences and luxuries of healthy, happy home life envelope Highland Park in abundance. From this well favored section churches, schools and stores can be quickly reached.

## Educational Facilities

Highland Park is only a short distance from the city centre. The location is quite convenient for those wishing to attend any of the numerous educational institutions. Two public schools, a separate school and one of the most excellent high schools in the West are easily reached from "Quality Hill." Emanuel College, and Nesbit Academy, for the higher education, also two ladies' colleges and Prince Albert business college, furnish exceptional opportunities. Dramatic clubs, literary organizations and a choral society afford avenues for the development of the latent talent of the younger set. Prince Albert has progressed to a degree unique in the West as a city of culture.

## Cheapest Power in Western Canada

In addition to all varieties of raw material in great quantity Prince Albert offers to manufacturers the cheapest power in Western Canada. Based upon careful and conservative estimate, electric power can be sold at \$20 per year per horsepower. The contract has been awarded and work has commenced on a hydro-electric power plant at La Colle Falls, on the Saskatchewan River twenty-five miles from the city centre. This hydro-electric plant will be municipally owned and operated. Cheap power is the magnet that will draw great numbers of manufacturers to Prince Albert in the immediate future. There are splendid opportuni-

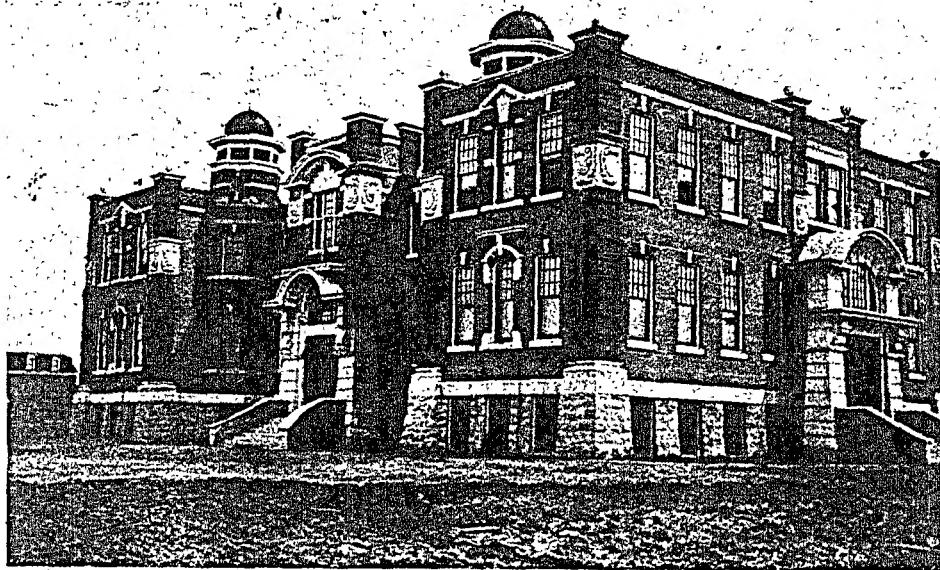
ties now offering to all manner of industries. Prince Albert particularly needs a pulp and paper mill, glass factory, tannery, boot and shoe factory, mill for flour and cereals, foundries, machine shops, ore-refining plant and kindred enterprises of metal workers.

## Transportation

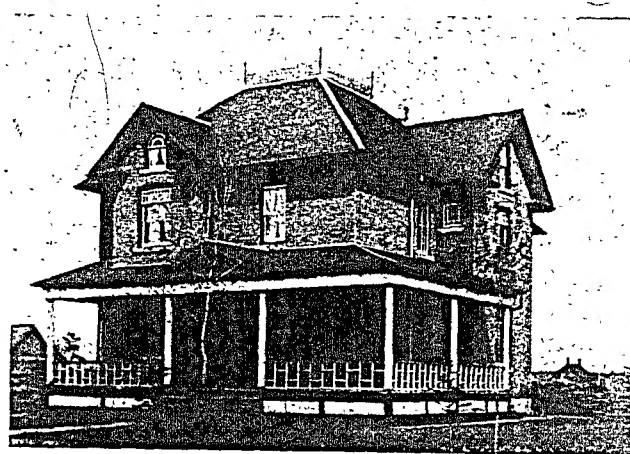
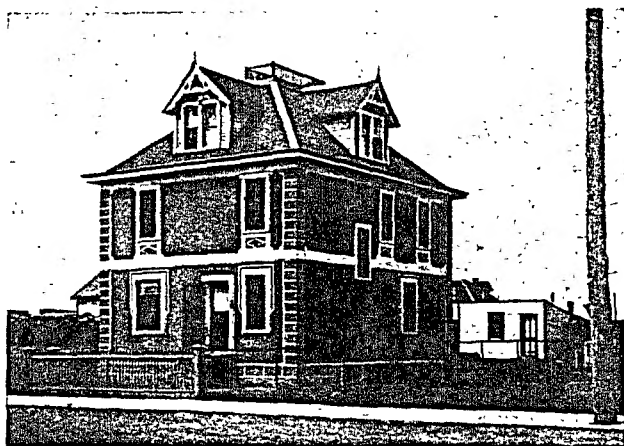
Prince Albert will soon be most generously supplied with competitive shipping facilities. It will be a great railway centre. The Saskatchewan River, a navigable stream, is a busy artery of commerce. Three main lines of the Canadian Northern Railway enter the city, connecting with every point of the surrounding country. This year the Grand Trunk Pacific, next year the Canadian Pacific Railway will enter the city, radiating from the main lines of those two great transcontinental systems. Perhaps the most important and epoch-making of the new railways coming to Prince Albert will be the Hudson Bay line. Two lines are projected. The government has consented to build an extension of the C. N. R. from La Pas to Churchill on Hudson Bay. The Hudson Bay and Pacific Railway Company, an English corporation, has surveyed the ground, has let the contract and is about to commence building a railway connecting Prince Albert with Hudson Bay. The latter line is slated for completion within two years' time. The value of the Hudson Bay route is that it is the shortest

way from Europe to the West. Consequently the myriads of future citizens of the greater West will come through Prince Albert, the city of entry. This important advantage will give Prince Albert the position in the West that Montreal occupies in the East. With the coming of the Hudson Bay Railway it is difficult to place a limit on the rise in population and value of property in Prince Albert. The safest augury one can make is that it would be wise to own some Prince Albert land now, before the first locomotive steams in from Hudson Bay.

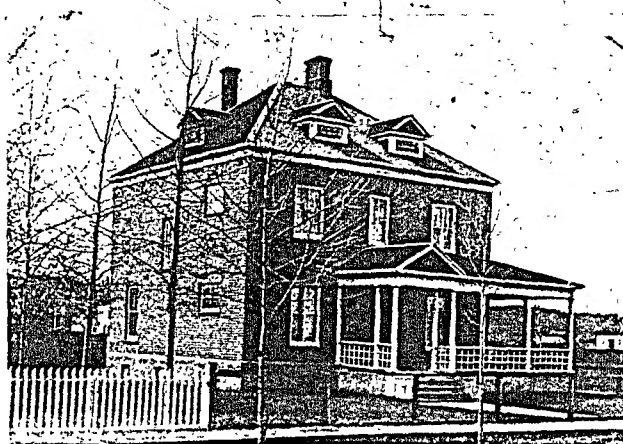
Now is the time to make a profitable investment in land, while prices are very moderate.



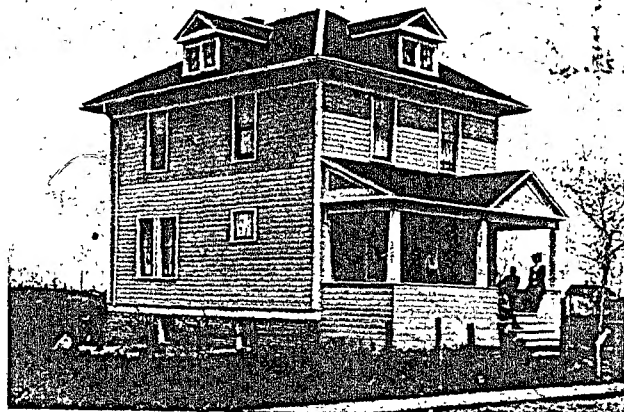
HIGH SCHOOL AND COLLEGIATE INSTITUTE ON "QUALITY HILL," A PERFECT TRIUMPH OF THE ARCHITECT AND BUILDER'S ART.



The homes of Prince Albert are substantially built from lumber and brick produced in and around the city. Their solidity reflects to a great degree the substantial growth of the city.

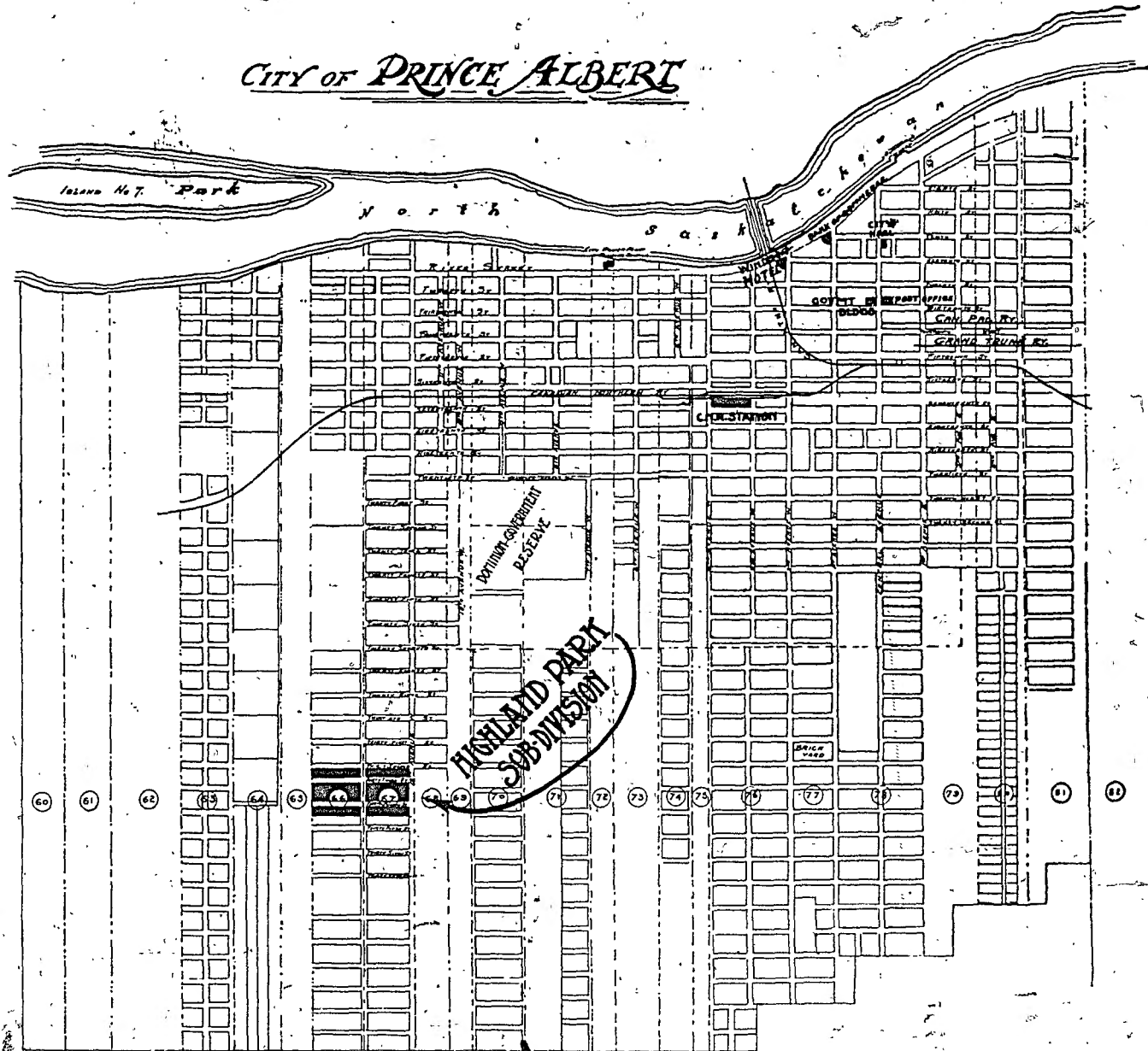


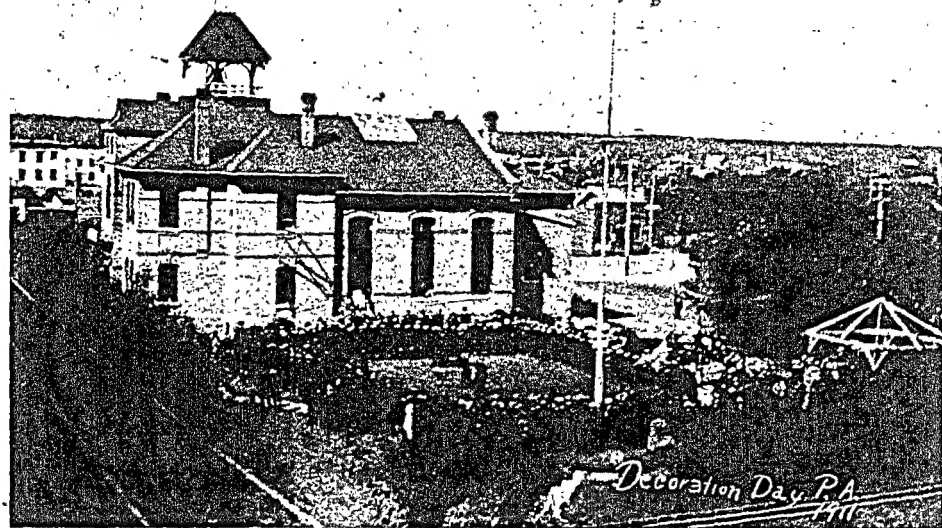
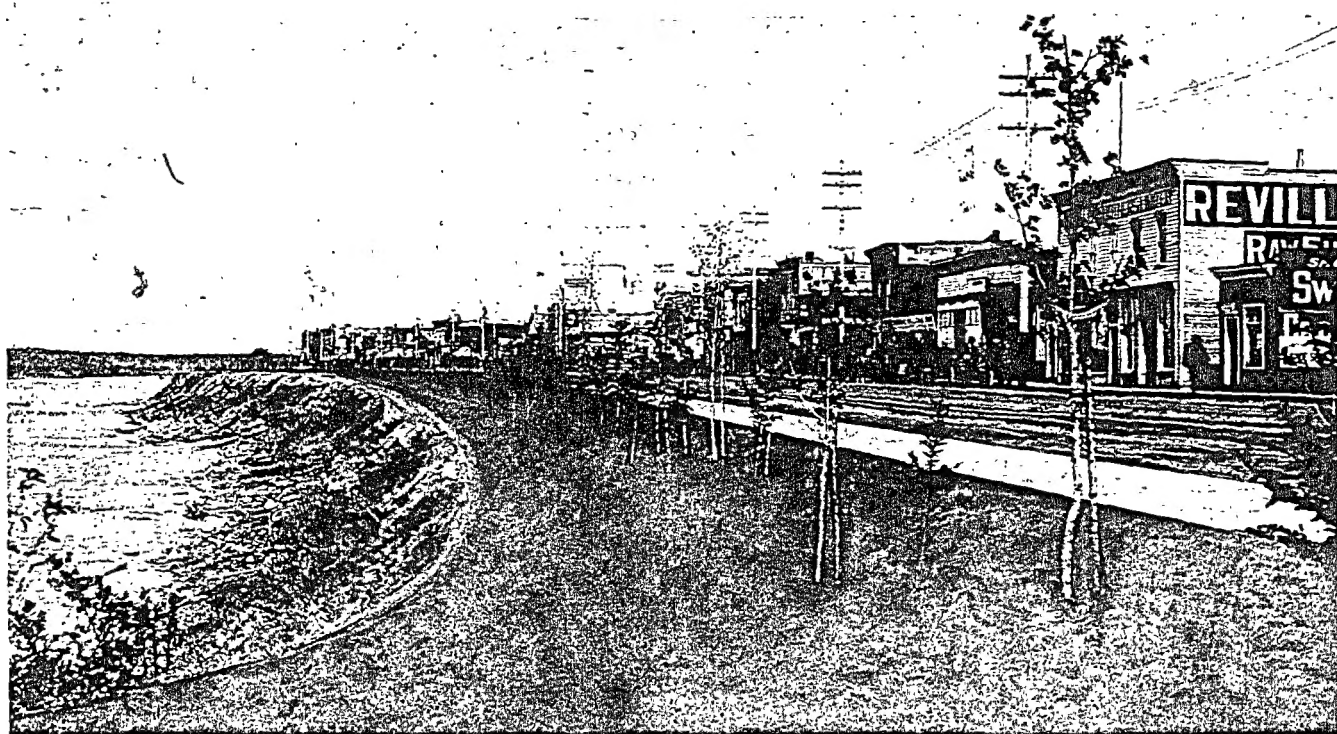
Many of these admirable homes are in the vicinity of "Highland Park," which delightful home spot is destined to be one of the exclusive residential sections of the city. Homesites in Highland Park are already being secured by home builders who have an eye to the future.





# CITY OF PRINCE ALBERT

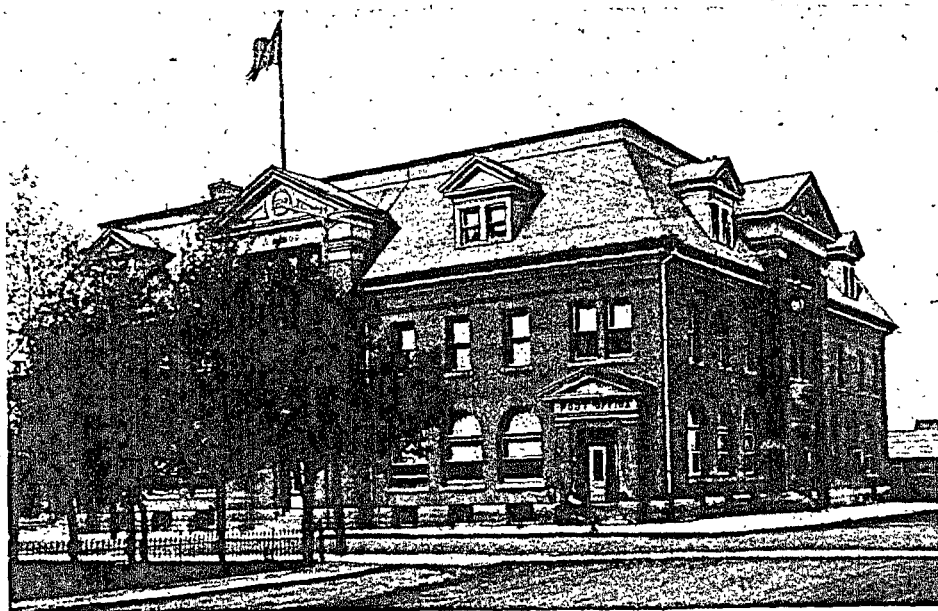
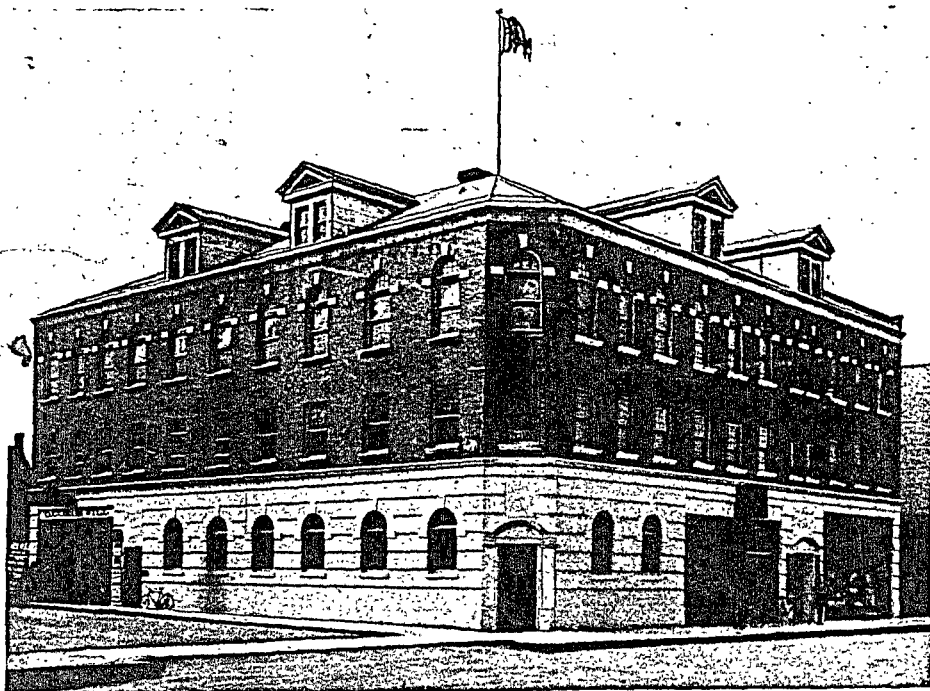




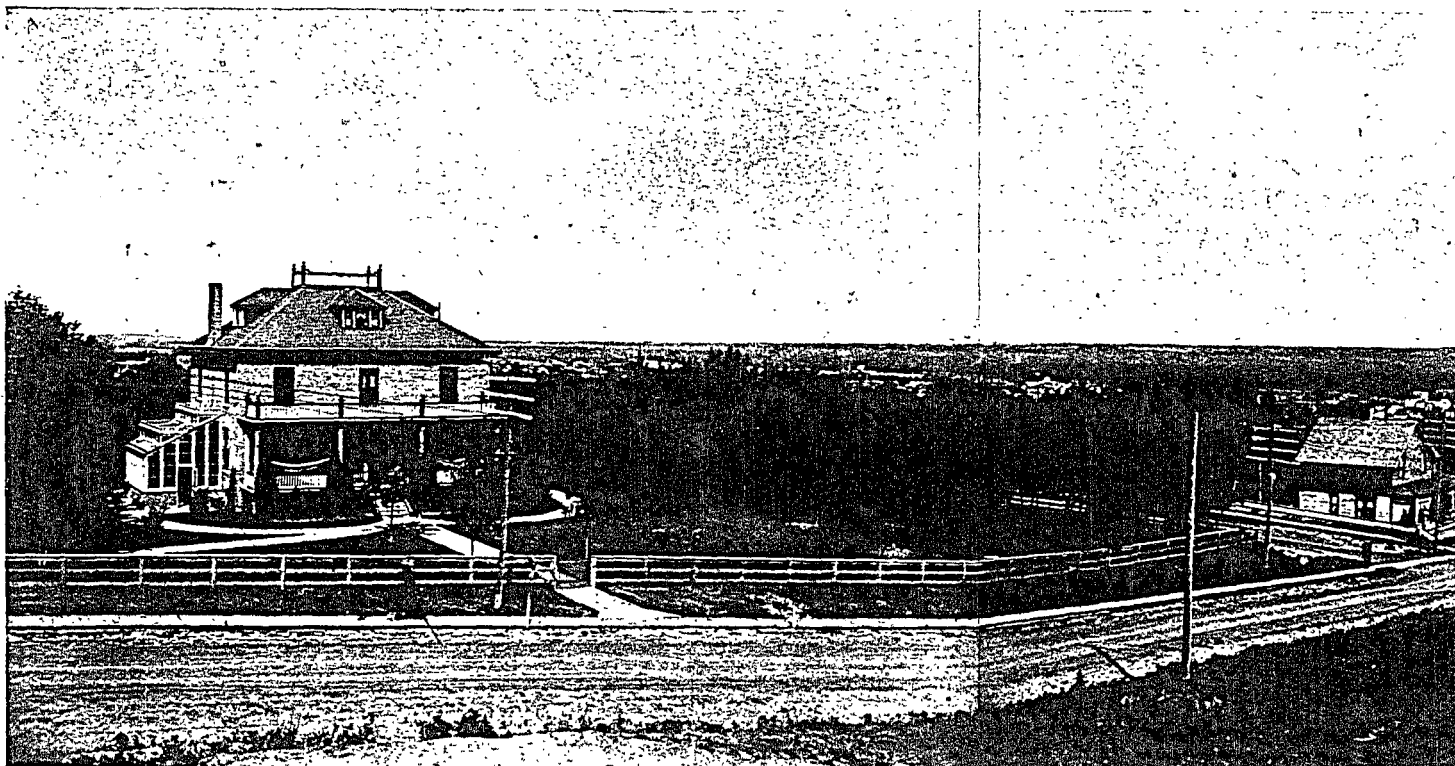
Prince Albert is in the van of western cities in the matter of civic beautification. Along the riverside drive there has been created Nebit Boulevard, a beautiful public lawn, stretching from the pavement to the southern shore of the Saskatchewan. The spreading green is silvered with an endless vista of poplars along the street walk.

In the lower picture is shown an animated outdoor scene at one of Prince Albert's public schools.

Where Fraternal Societies are strong there you will find citizens of stamina, whose energies are bent toward social as well as commercial development. The pictorial reproduction here of the Masonic Block in Prince Albert is a substantial token of fraternal life in Prince Albert. The city is blessed with numerous fraternal organizations well housed; and no newcomer is a stranger in the city where the brotherly hand is so warmly and universally extended.



The Post Office building, shown in the photogravure opposite, is the headquarters of the mail service, customs, Dominion Lands, Land Titles and Courts. The amount of mail handled and general government business transacted, is a revelation indicative of the prodigious expansion of the city. The customs returns alone for twelve months, ending March 31st, 1911, were \$262,301.



From the Southern shore of the Saskatchewan River, where ascend the domes and spires of Prince Albert, a green slope rises gently for about half a mile until it culminates in a wide plateau over-looking Prince Albert and tributary country.

### Panoramic glimpse of Prince Albert from

Along the north face of this upland beauty spot, half hidden among stately trees, are the splendid homes of the city's wealthy families.

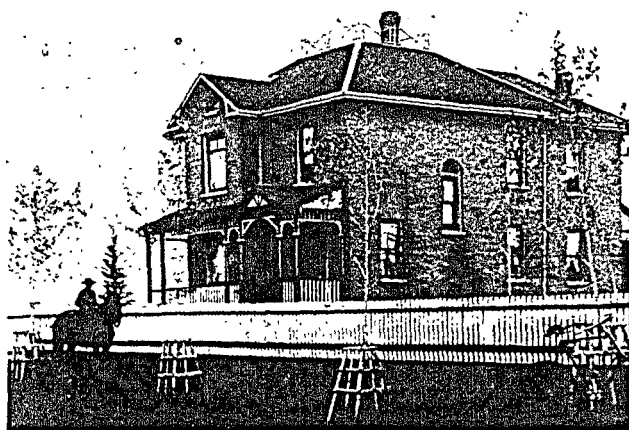
A short distance south of the crest of "Quality Hill" lies Highland Park, healthfully and peacefully secluded from the stir of the city. In summer, from the south come soothing breezes. On the warmest summer day there is comfort in Highland Park. From the foot of the deep-treed slope a breeze brings the cool breath of the river.

Stepping from Highland Park to the hill crest, and, looking northward, there is unrolled to view like a painting below, the white city bordered by the river, Nesbit Boulevard, Island Park, Forest Park, and beyond all, the vast north country stretching far into the horizon.

No more tangible evidence of the wealth-producing possibilities of Prince Albert can be given than the two typical Prince Albert residences pictured on these pages. They are but two selected at random from an entire home community on "Quality Hill." Nearly every prosperous resident has achieved success in Prince Albert in a comparatively short period. Why not give Prince Albert an opportunity to do the same service for you?

Judging by the constant and consistent increase in the city's population a homesite in Highland Park, on "Quality Hill," in the near future will be exceedingly valuable and very difficult to secure.

A lot purchased in Highland Park is prudent buying for your own home—or to sell to anyone of many who will later







## "Quality Hill" just below Highland Park

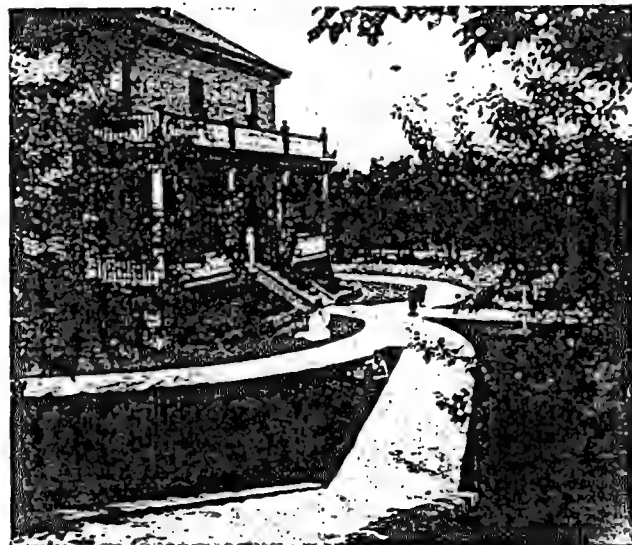
want homes on "Quality Hill," regardless of price. Remember there is only a limited amount of residential property on the "Hill."

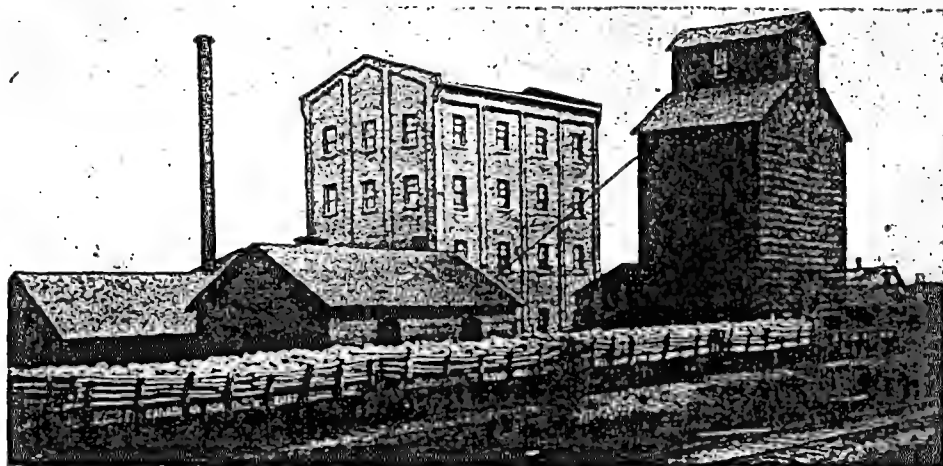
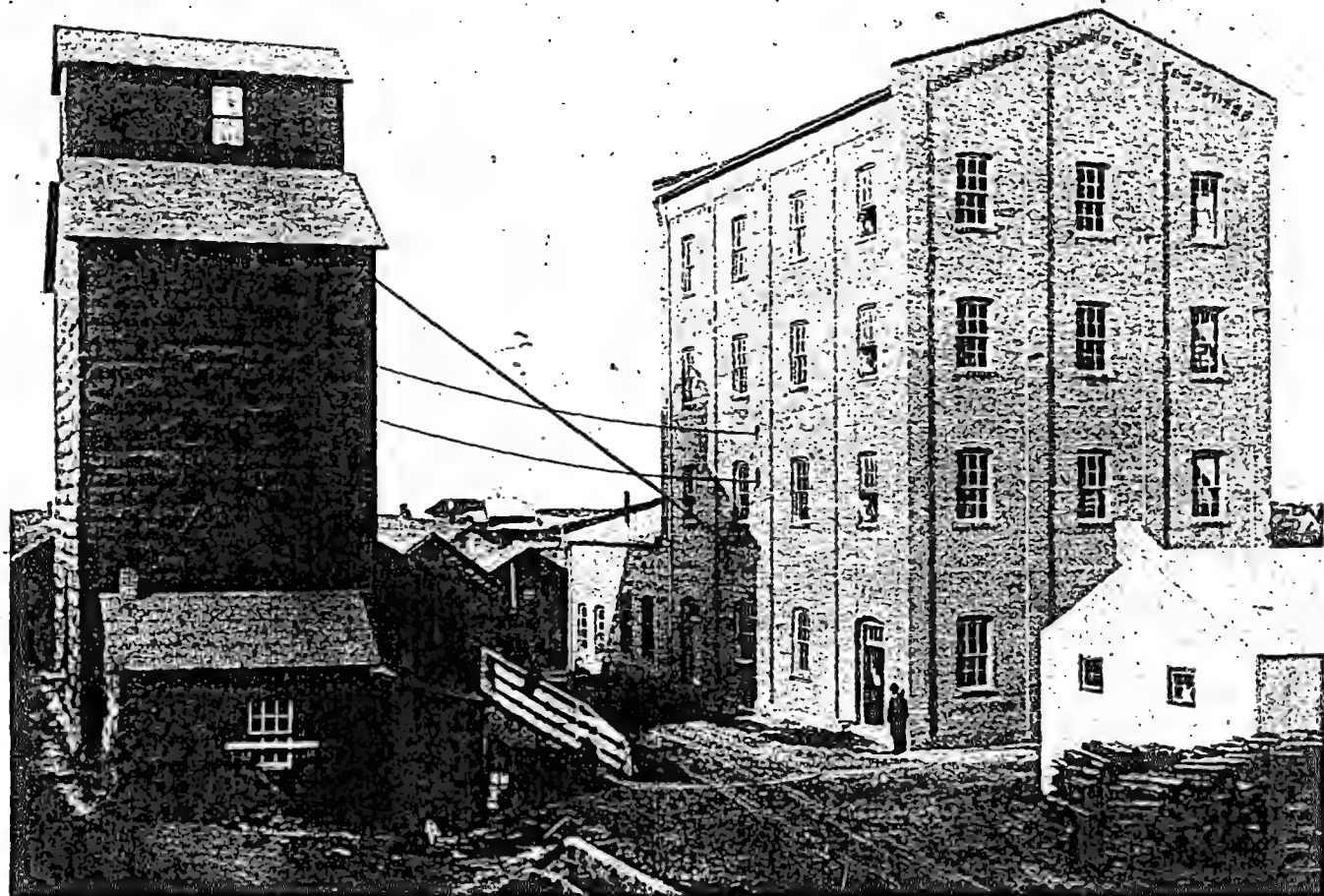
Note also that Prince Albert has more than doubled its population in the last five years and is bounding ahead by thousands. The much-prized "Quality Hill" section will soon be bought up by newcomers who will want the best homesites.

Prince Albert is repeating the remarkable history of Winnipeg. Prince Albert is now at the point where real estate can be bought at the lowest price it will ever be. Winnipeg has made fortunes—is still making wealth for the early holders of real estate. Prince Albert will do the same. This is an unusual opportunity to invest in Prince Albert's future.

By referring to plan of property, inserted at back of booklet, it will be noted that "Highland Park" lots are roomy, each being large enough for an admirable home and beautiful grounds. Compare key plan of prices, on separate folder, with lot plan and you will be most agreeably surprised at the lowness of prices. From \$200 to \$300 per lot. Only a small cash payment and the balance monthly, quarterly or half yearly. These prices and terms are most fairly arranged, allowing any investor with only a small sum the same opportunity of securing as good an investment as the man with \$1,000.00 or more.

It would be difficult to find a safer or more productive way to invest any sum. Lots reserved upon application. Indicate each lot desired by the lot and block number.

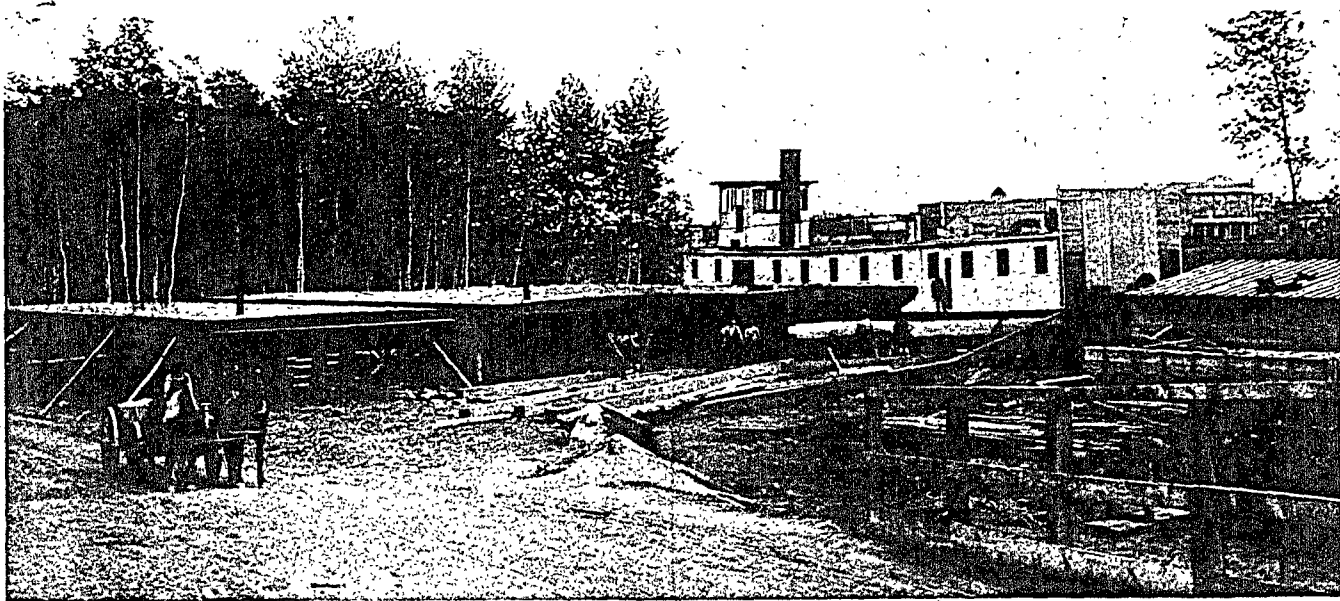




In the upper and lower pictures are shown Kidd's Mill and Elevator and the plant of the Farmers' Milling and Elevator Company. Prince Albert Wheat takes the prize in the wheat kingdom, and the flour is unsurpassed. At present three Mills in the city are grinding about 400 barrels daily. There is business enough to induce more flour and cereal Mills to locate in Prince Albert.



ONE OF THE BIG INDUSTRIES IS THE PRODUCTION OF BUILDING MATERIAL TO MEET THE REMARKABLE INCREASE IN BUILDING OPERATIONS.



SHIPBUILDING SCENE ON THE SASKATCHEWAN RIVER.

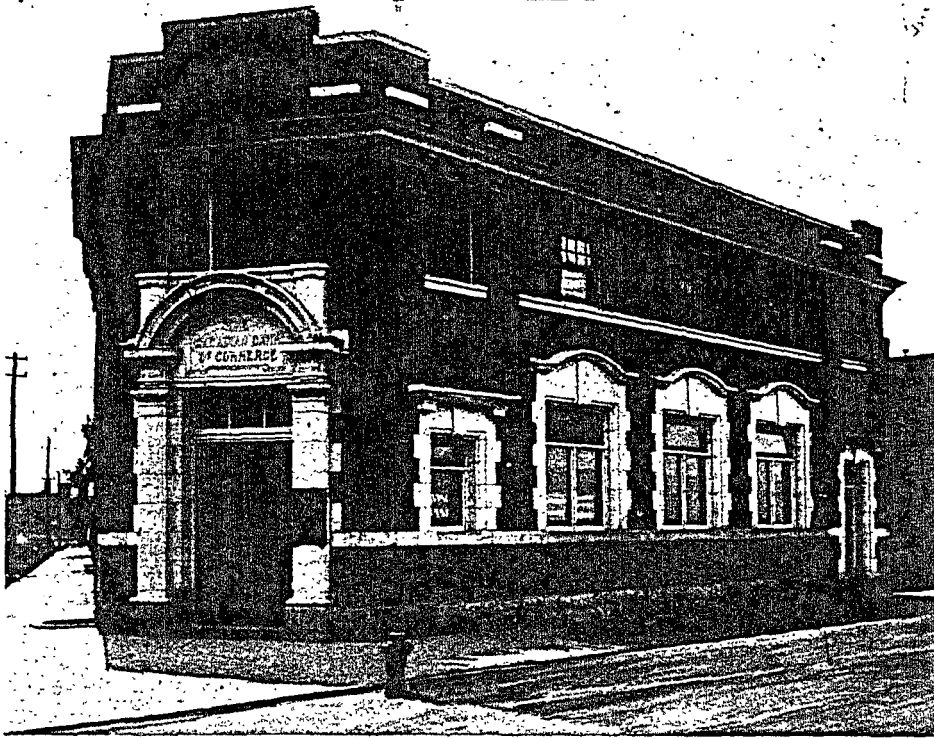


The probability is that there will be other branches added to the banking community in the near future. The unusual productiveness of the Province has made it possible for nearly every citizen to have a bank account. Saskatchewan raises enough grain annually to average over 500 bushels of grain per capita.

One of the surest "meters" recording the flow of business into any city or town is the Bank. When the banks build larger headquarters and when they increase in numbers it is an unfailing sign that there is development taking place inside the walls and outside the walls. The story of the banks in Prince Albert is the story of the business activity of the city. There are six flourishing bank branches in Prince Albert to date: Canadian Bank of Commerce, Imperial Bank, Bank of Ottawa, Northern Crown Bank, Royal Bank, and Bank of Nova Scotia.







The buildings of the Bank of Commerce, Northern Crown Bank and Imperial Bank are reproduced pictorially giving an idea of the amount of money banks are spending on their branches in Prince Albert; thus rendering ocular demonstration of their faith in Prince Albert. The Royal Bank recently paid \$30,000 for a new bank site on a prominent corner in the city.

The merchandising phase of business life in Prince Albert is well exemplified by splendid large modern stores. The pictorial glimpse of Agnews Limited, on this page, is typical of the splendid merchandising service at the convenience of Prince Albertans.

The MacLeod-Hamelin departmental store is another live institution whose growth has been concurrent with the growth of Prince Albert. These retail stores are only two of many that are built of Prince Albert brick, lumber and Prince Albert spirit of progress. With the coming of the Hudson Bay railway, and a big saving in freight haul, many store commodities will be much cheaper in Prince Albert; consequently the reduced cost of living will be another magnet that will draw citizens to Prince Albert.



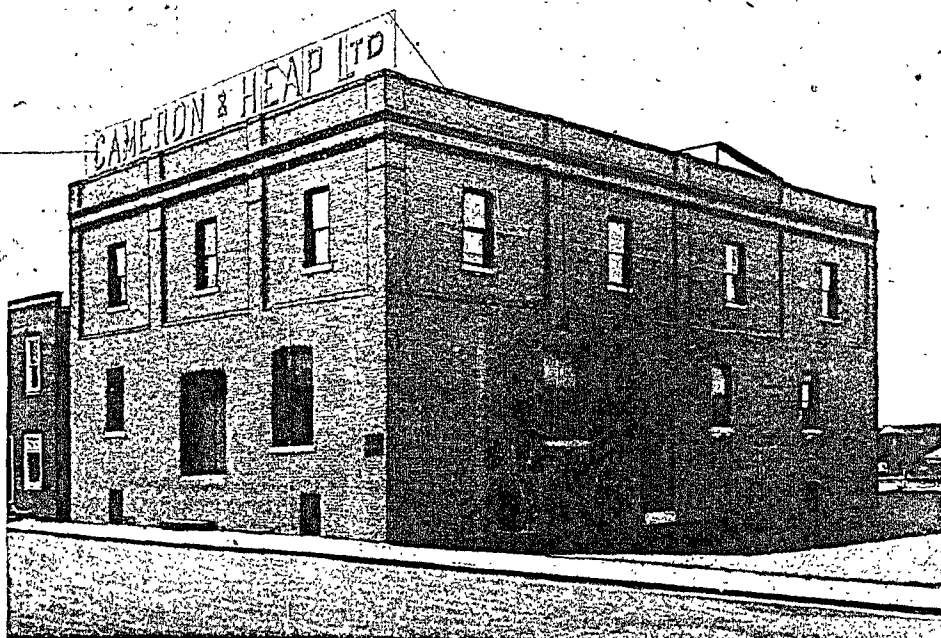
Store of Agnews Limited.



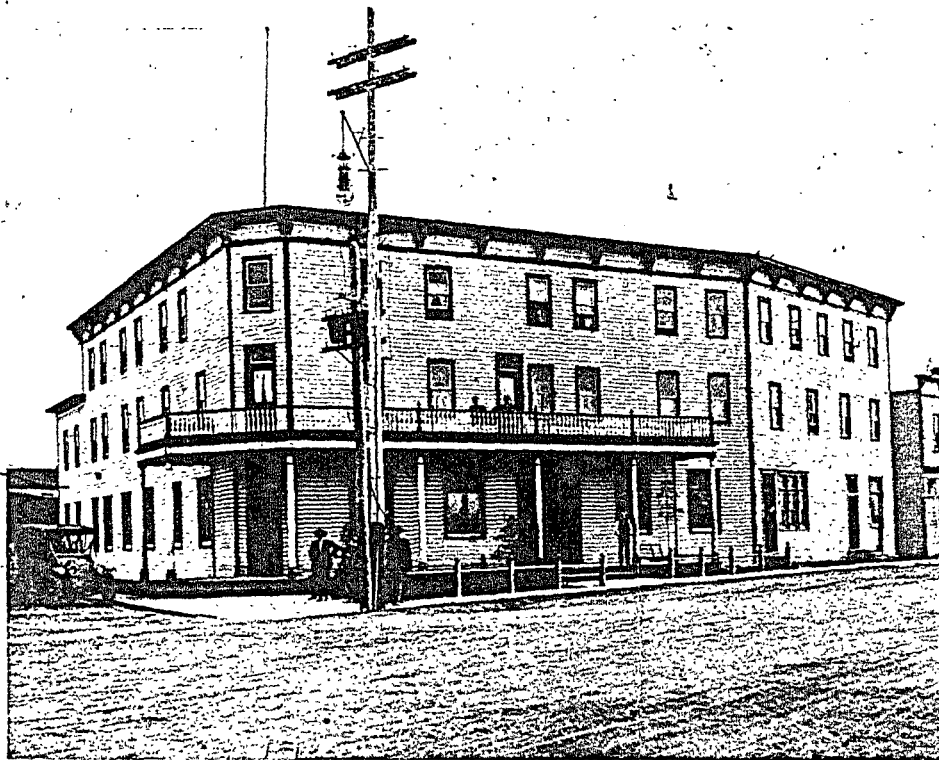
Cameron and Heap, Limited, conduct a wholesale grocery business that has made Prince Albert known throughout the prairie provinces.

Building of Manville Hardware Company Limited is shown at the top of page. This is one of the largest concerns in the prairie provinces. The business has grown rapidly since its inception, until the present enterprise is one of Prince Albert's finger boards to prosperity.

The distributing area of about 140,000 square miles, circumventing Prince Albert, is of such present population and unlimited future possibilities that the wholesale business of the city should increase by leaps and bounds. Railroads and projected railroads will soon lead out in a maze of steel in every direction from Prince Albert, and along these lines new towns will continue to arise at intervals. Wholesalers could not do better than to locate in Prince Albert.







THE WINDSOR HOTEL, A PIONEER HOSTELRY OF PRINCE ALBERT.

The hospitality of Prince Albert is extended to the newcomer through six well appointed hotels. A seventh hotel, the Empress, is now under process of construction. This modern structure, when completed, will be a palatial building equal in service to the best hostelries of large eastern cities. Hotel accommodation is increasing annually to meet the increased influx of population. With the building of the Hudson Bay Railway from Churchill to Prince Albert this city must needs treble its public accommodation to cope with the remarkable tide of immigration that will pour into the city from Europe to Prince Albert and all other points of the greater west.

The pioneer hotels are still standing in Prince Albert, and their walls might tell many interesting stories of the growth of the city and of the many who

linked their futures with the city in the early days; and of the multitude of strangers who came to spy out the land in later days, many now live in prosperity and comfort in luxurious homes on "Quality Hill." Old timers tell with glowing eyes of the stranger who came to town and paid one hundred dollars for a block of land now worth a small fortune in the centre of the city. One shrewd man, who could read the future of Prince Albert, purchased three acres of land for two hundred dollars twenty years ago. The land has increased in value 100 per cent. every year since he bought it, and the end is not yet in sight. Two hundred dollars invested in the future of Prince Albert

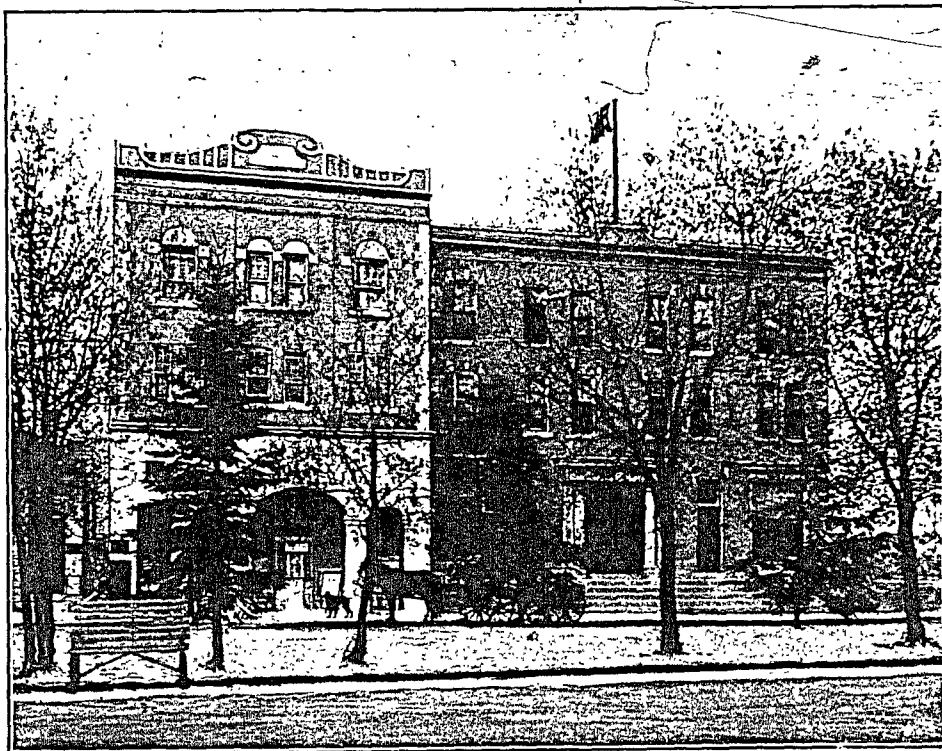
will take care of that investor for the rest of his days, when he is ready to sell. These are but a few examples of incidents that are general.

Old timers have passed in Prince Albert. The shack of the pioneer has given place to the mansion on "Quality Hill." Nothing remains of the past except its unusual opportunities. Prince Albert is still growing, and the value of land will increase with every new roof that rises. An investment made now in Highland Park lots is assuredly full of wisdom, for this highly favored section is to be the home district wherein the citizens of the new Prince Albert are going to dwell. Better homes, more home comfort are their reward.

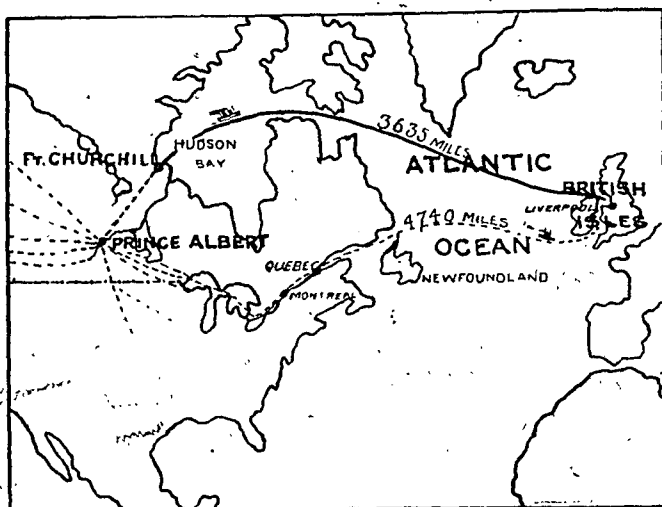
For a home or an investment nothing safer or more profitable can be offered for consideration, than the splendid homesites now available in Highland Park.



The map and accompanying tabulation of figures on this page shows at a glance why the Hudson Bay Railway is of vital importance to the growth of Prince Albert. The Hudson Bay route to Europe saves over a thousand miles in rail haul,—an item of travel saving that will bring thousands of new citizens from Europe through Prince Albert to the Greater West. Prince Albert will also be the distributing point of freight to and from Europe.



THE AVENUE HOTEL AND STARLAND THEATRE.



## TO EUROPE

Distance from Prince Albert to Churchill 700 miles.

Churchill to Liverpool	-	2935	"
Prince Albert to Liverpool	-	3635	"
Prince Albert to Winnipeg	-	540	"
Winnipeg to Montreal	-	1450	"
Montreal to Liverpool	-	2750	"
Prince Albert to Liverpool via Montreal	-	4740	"
" " " " via Churchill	-	3635	"
Difference	-	1105	"

# STATISTICS

## Prince Albert Now Has

Six Banks  
Six Schools and colleges  
Two Cathedrals Five Churches  
Three Lumber and Planing Mills  
Sash and Door Factory  
Three Flour Mills

Four Brickyards  
Brewery  
Seven Hotels  
Every Modern Civic Improvement  
Foundry  
Packing Plant

## Growth

Population, 1906	-	-	-	3005	Custom Returns 12 Months,		
" 1909	-	-	-	6000	Ending March 31st, 1910		\$ 71,410
" 1911 estimated	-	-	-	9000	" " " 1911		262,301
Building, - 1909	-	-	-	\$144,000	Sewer Mains, 1906	-	5.83 Miles
" 1910	-	-	-	640,000	" " 1910	-	7 " "
" 1911 to date June 30th,	-	-	-	503,675	" " 1911	-	10.50 " "
Permanent Sidewalks, 1909	-	-	-	1 Mile	Water Mains, 1909	-	9.60 " "
" " 1910	-	-	-	3.33 Miles	" " 1910	-	12.34 " "
" " 1911	-	-	-	9 Miles	" " 1911	-	14.50 " "

## Buildings this Year

Hydro Elec. Power plant at La.ColleFalls giving 12500 H. P.  
Government wharf on River  
New Sewage Disposal Works and Trunk Sewer  
\$1,500,000 worth of Buildings  
Miles of side walks  
" " paved streets  
" " water mains

G. T. P. coming in  
C. P. R. " "  
C.N.R. Branching Out  
Hudson Bay and Pacific going to Hudson Bay  
May Business Block, Stores and Residences  
Proposed Street Railway, Electric Light and Telephone Extension.

## Wanted

Pulp and Paper Mills  
Flour Mills  
Oatmeal Mill  
Soap Factory  
Boot and Shoe Factory  
Glass Factory

Nail Factory  
Furniture Factory  
Wholesale Houses  
Retail Stores  
Labourers  
Market Gardeners

CANADIANA

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If any further information is desired wire, phone, write or call personally.

We will endeavor to make arrangements for a personal interview at whatever time and place best suits your convenience.

Address all communications to

H. C. DUFF, Manager

**The Prince Albert Real Estate  
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TELEPHONE MAIN 3476

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